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The Gladiolus Beautiful



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JAN 1 1930 ★

Agri. Dept.

HOWARD M. GILLET

GLADIOLUS SPECIALIST

NEW LEBANON, N. Y.

Tel. 112 F 13



READ BEFORE ORDERING

Remittance must accompany all orders.

Stamps accepted for small amounts.

No orders accepted for less than 50c.

6 bulbs of one kind at dozen rates; 50 at 100 rates.

Don't hesitate to order a long list of single bulbs if you wish. We fill hundreds of just such lists.

Prices per dozen and on collections, also on single bulbs, include postage on all orders east of the Mississippi River. West of the Mississippi River, Canada and Foreign, add 5 cents per dozen. Prices per 100 are F. O. B. here.

Bulbs (unless otherwise instructed) will be sent in April, after danger from freezing en route is over, but it will be to your advantage to get your order in immediately after you receive this catalog, while stocks are complete.

Safe arrival guaranteed anywhere in the U. S. A.

All my bulbs are good blooming size unless otherwise stated. Many are extra large and heavy.

I exert the greatest care to keep all stock true to name, sound and strong, and will replace any stock that may prove untrue to name or refund amount received for same.

Write your name and address very plainly.

Send in your order EARLY, as some varieties are sold out quickly. Order in January, February or early March, if possible, so as to get the very best stock.

Bank reference: Berkshire Loan & Trust Co., Pittsfield, Mass.

Address all orders to

HOWARD M. GILLET

NEW LEBANON

N. Y.



A VIEW IN ONE OF MY FIELDS

THE MODERN GLADIOLUS

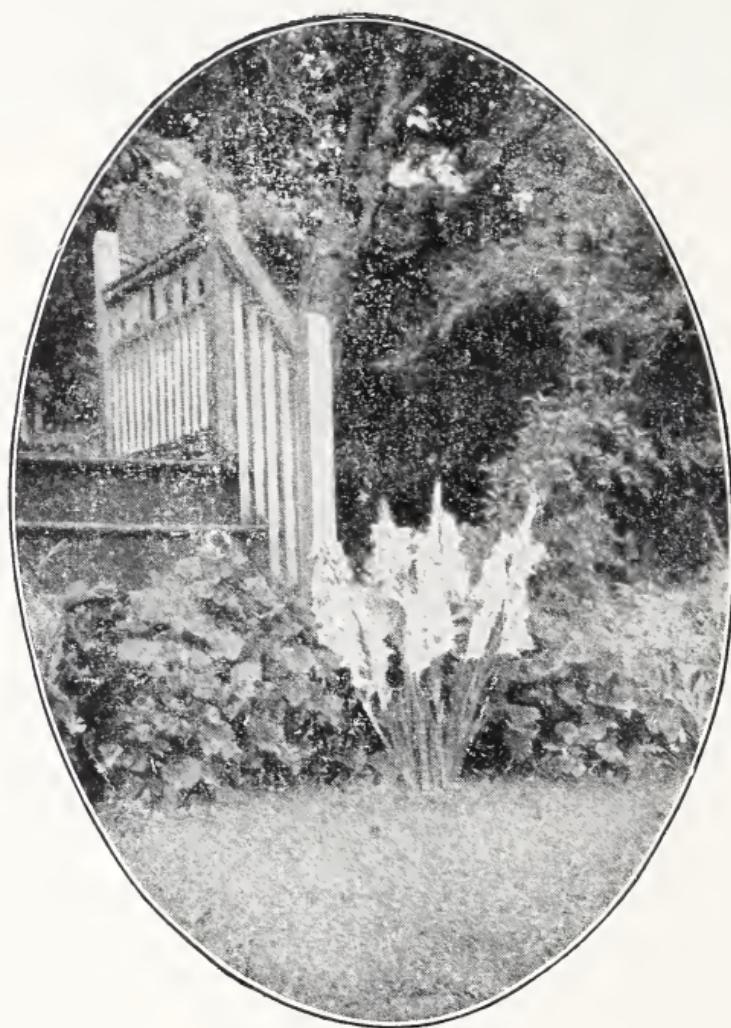
Many people are taking up Gladiolus growing as a hobby. And a delightful hobby it is! To watch, for the first time, the unfolding of a new variety is to the real flower lover a quite thrilling event.

And do you know that a vase of Gladiolus will retain its beauty for more than a week, if the water is changed daily, and a half-inch or more cut off the bottom of the stems?

Remember, too, that an investment in these bulbs will not only give you pleasure this year, but for years to come.

A wonderful improvement has been made in the Gladiolus during the last few years. Those who are acquainted only with the old red spikes which grew in Grandmother's garden will hardly recognize it as they gaze on the large and gorgeous flowers of the modern hybrids which are the result of thousands of crosses made by specialists in this line. The newer kinds embrace many varieties producing from 12 to 20 blooms on a single spike, many of which will measure from four to six inches across. Nearly all the colors of the rainbow may now be found. The combinations of colors and beautiful markings of the petals and throat cannot be surpassed by any other flower. As sturdy as the lily and as exquisite as the expensive orchid it may be grown successfully by the amateur in any ordinary garden, and if several plantings are made in the spring at different times, bloom may be had from the end of July until frost. Covering the widest range of color from the brightest blood-red scarlet, deep purple and rich carmine shades to the most delicate tints of white, pink, yellow and lavender, they prove at once the most showy and attractive of garden flowers. They are rightly called "The People's Orchid." There is no easier flower to grow. No other flower gives so much satisfaction at small expense. If you have never planted any of the newer varieties such as are offered you in this booklet, give them a trial. They will be a delight to the eye and a joy to the soul.

On account of its good keeping qualities the Gladiolus surpasses all other flowers for cutting purposes, and in order to obtain the utmost pleasure from the blooms you should place them in vases in the house. The Gladiolus is particularly adapted to table decoration. Cut the spike in the morning or evening when the first bud opens, leaving at least four leaves on the plant to mature the bulb. Change the water daily, remove the withered portions, and cut (on a slant) an inch or so from the end of each stem. Every bud will open one by one to the very top, and a vase of blooms may be kept fresh and beautiful for a week or ten days.



CULTURE

If you can grow potatoes you can grow Gladiolus. Plant in any good garden soil as soon as ground is workable up to the first of June. If several plantings are made at different times the season of bloom will be lengthened. Do *not* plant in shade of trees or buildings, and do not allow *fresh* manure to come in direct contact with bulbs. Use well-rotted manure, commercial fertilizer, wood ashes, or bone meal, well mixed with the soil. Set the bulbs five to six inches deep in rows and about three to four inches between each bulb. Rows about 18 inches apart. Or may be massed in beds about four inches apart each way. If planted in quantity and to be cultivated with a horse make rows 30 to 36 inches apart. Keep soil loose and free from weeds. When cutting flower spike let at least four leaves remain on the plant to allow the bulb to mature properly. Dig bulbs in the fall, cut off tops, and after drying in the open air for a few days store away in a dry, cool but frost proof place in the cellar.



PHOTO TAKEN IN ONE OF MY FIELDS. NOTICE THE TALL RANK GROWTH OF PLANTS, AND THE LARGE FLOWERS. THIS MEANS GOOD BULBS.

NAMED VARIETIES

During the past few years I have tested many hundred varieties of Gladiolus and have selected the following list as the very choicest and most beautiful. Many are new and rare.

A. B. KUNDERD—Cream and pink, heavily ruffled, with a red feather on yellow lip. Pretty. **15c each; \$1.50 per doz.**

ACME—Bright pink, flaked darker pink. Many flowers open at once. A rare novelty. **35c each; \$3.50 per doz.**

ADRIATIC—A curious smoky wine blue, with blue and red throat. Very odd. **15c each; \$1.50 per doz.**

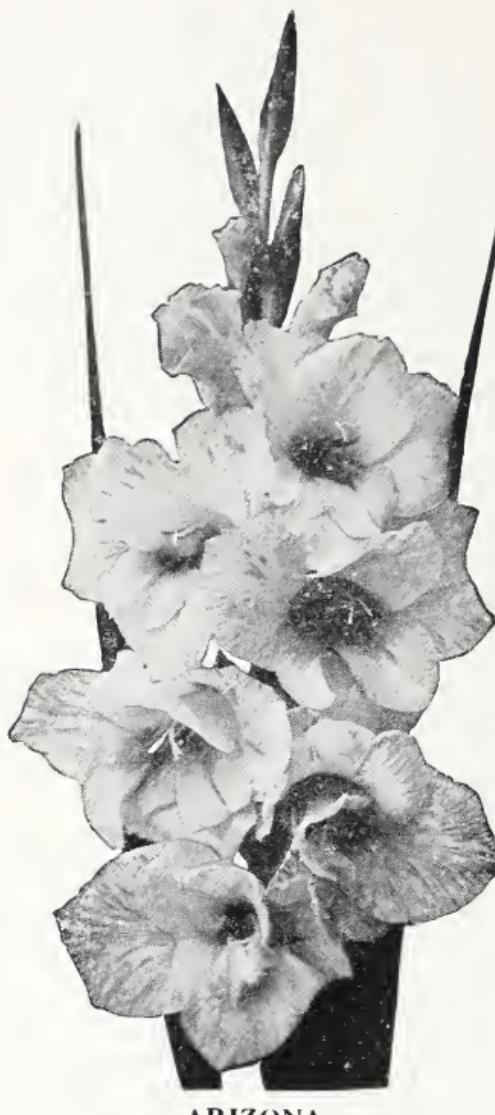
ALI—Light porcelain blue; darker spot in throat. **15c each; \$1.50 per doz.**

ALICE TIPLADY—Large orange saffron flower. Fine multiplier. Very choice. **10c each; \$1.00 per doz.; \$4.00 per 100.**

AMERICA—Beautiful, soft shell-pink, with a lavender tinge. Flowers are large, wide open, with several blooms open at one time. Fine for cut flowers. A popular variety. **5c each; 50c per doz.; \$3.00 per 100.**

ANNA EBERIUS—From California. Velvety lavender purple; throat deeper color. An unusual shade which immediately attracts the attention of visitors to my field. Choice. **10c each; \$1.00 per doz.; \$5.00 per 100.**

Free Book with a \$10 Order. (See Page 35)



ARIZONA

ANZAC—Salmon, with red blotch bordered cream Large flowers. Tall and straight. Quite rare. 50c each; \$5.00 per doz.

A R A B I A—Extremely dark mahogany red, almost black, with a brilliant sheen. A new and very striking novelty. 15c each; \$1.50 per doz.

ARIZONA—Rose pink, with dark maroon markings on lower petals. Very pretty. 10c each; \$1.00 per doz.; \$4.00 per 100.

ASHBURN—Salmon-red, flaked deeper. Many flowers open at once. A fancy garden variety. 20c each; \$2.00 per doz.

A. W. HUNT—Fire red, with narrow yellow line. Large flowers. Showy. 15c each; \$1.50 per doz.

BARON HULOT—Deep violet-blue, medium size. Contrasts well with a yellow variety. 10c each; \$1.00 per doz.

BENGAL TIGER—A tiger-like coloring. Large flowers. Good rank grower, and a novelty. (See cut). 15c each; \$1.50 per doz.

BERTREX—White, with lilac line in throat. Good substance, strong and vigorous. Florists like it. (See cut). 10c each; \$1.00 per doz.

BREAK O' DAY—Lovely light pink, flushed over a cream ground. Tall plant and large flowers. Very early. Extra fine. Don't miss this one. 20c each; \$2.00 per doz.

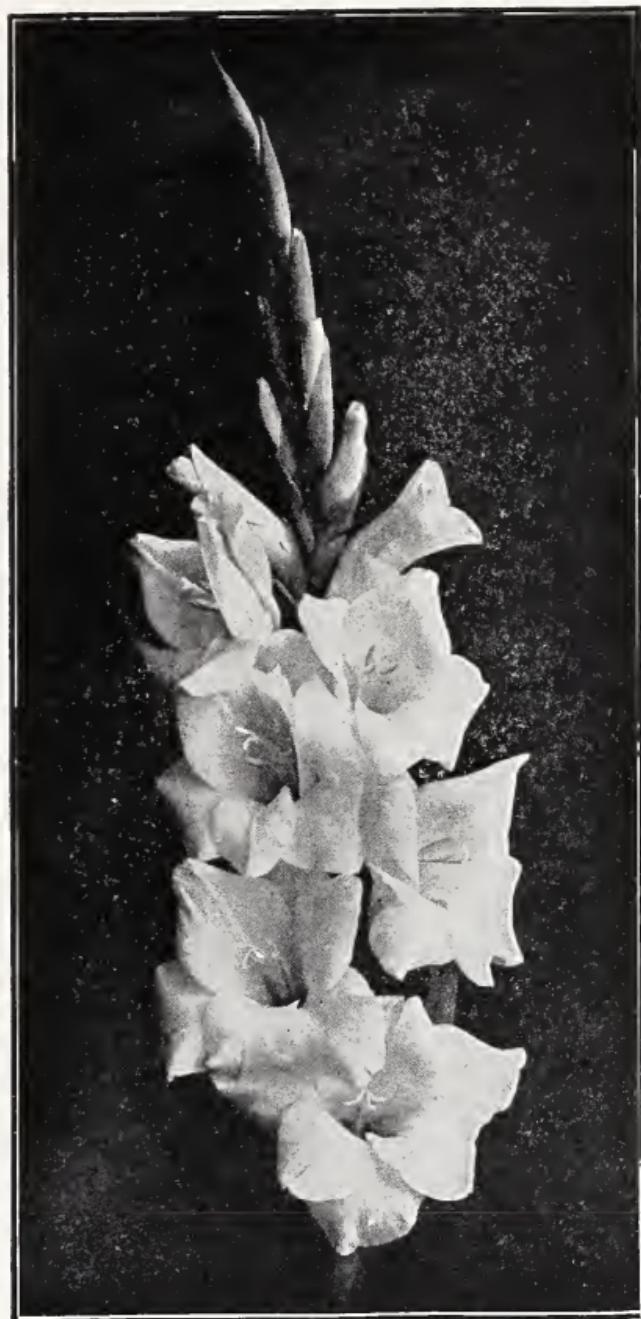
BUCKEYE—Big rose-pink, with handsome rose-red throat. A good one. 20c each; \$2.00 per doz.

BUTTERBOY—Buttercup yellow. Has prim ancestry, but good sized flowers, and grows tall. Prolific. 10c each; \$1.00 per doz.

BYRON L. SMITH—Delicate shade of lavender pink, equal to a cattleya orchid. Very choice. 15c each; \$1.50 per doz.

CAPT. BOYNTON—Light lavender, with maroon spot in throat. Large wide open flowers. Tall and fine. 15c each; \$1.50 per doz.

CAPT. FRYAT—Large red with clear white blotch in center. 15c each; \$1.50 per doz.; \$6.00 per 100.



BERTREX

CARMEN SYLVA—Pure snow-white, except throat slightly penciled lilac. Tall, straight, and excellent for cutting. 10c each; \$1.00 per doz.

CATHERINA—Light gray blue. Lower petals deeper, marked with brownish red spot. Unusual. 20c each; \$2.00 per doz.

CATHERINE COLEMAN—Big fine salmon rose. One of the aristocrats. So tall and heavy it really needs a stake. 35c each; \$3.50 per doz.

CHARLEMAGNE—Giant type, large open flowers on strong spikes. Sunrise red, flaked darker; creamy white blotch, dotted with purple carmine. 20c each; \$2.00 per doz.

CHATEAU THIERRY—Orange-red, with small yellow spot. Large flowers. Fine. 10c each; \$1.00 per doz.

CHOCOLATE QUEEN—This is the new “brown” flower which attracted so much attention at our fields last summer. Unusual shade of brownish-red. Deeper red on lower petals. Tall and fine. A sensation in the gladiolus world. Stock still scarce. 50c each; \$5.00 per doz.



PYTHIA



BENGAL TIGER

CHRIS—Very dark mahogany red. Visitors always want "Some of those real dark ones over there". **20c each; \$2.00 per doz.**

CONSPICUOUS—Light blue. Yellow center, edged with deep blue rim. Called the "Pansy gladiolus." Very odd. **10c each; \$1.00 per doz.**

COUNTESS—Peculiar shade, something like rose-pink. No other just like it. Scarce. **25c each; \$2.50 per doz.**

CRIMSON GLOW—Here's a winner! Immense open flowers of intense rich crimson. Tall, vigorous and perfectly formed. Early. The very finest of its color. **10c each; \$1.00 per doz.; \$5.00 per 100.**

DEFIANCE—Large, tall white, with fine throat. **15c each; \$1.50 per doz.**

DIANA—New large tall crimson. Solid color. Extra good. **10c each; \$1.00 per doz.**

DOROTHY WHEELER—Delicate peach pink. Good multiplier. **10c each; \$1.00 per doz.**

DR. BENNETT—Very large, tall, vivid flame red. Many open, and perfectly placed. An exhibition variety, and one of the finest reds in the world. **25c each; \$2.50 per doz.**

DR. NELSON SHOOK—Deep tyrian rose, with many open at once. Large plant and flower. One of the very finest. **35c each; \$3.50 per doz.**

DR. R. T. JACKSON—Very dark crimson-maroon, almost purple. Medium size. **15c each; \$1.50 per doz.**

DR. VAN FLEET—Bright rose pink on edge of petals, shading to cream yellow throat. Tall and strong. Blooms early. **10c each; \$1.00 per doz., \$5.00 per 100.**

DUTCHESS OF YORK—Purple blue. An unusual shade. Many open at once. Good to use with yellow. **15c each; \$1.50 per doz.**

Undecided?

Then send for Collections A, B, C, D, and E, and live happily ever after. (See offer, page 30.)



DOROTHY
McKIBBIN

DOROTHY McKIBBIN—
Apple-blossom pink, variegated.
Ruffled petals. Very early. 15c
each; \$1.50 per doz.

ELF—Light yellow when in
bud, but fully opened flowers are
white with yellow lip. Straight.
Good cut flower. (See cut). 10c
each; \$1.00 per doz.

EARLY SNOWFLAKE—
Large flowers of creamy white,
delicately tinted and flaked rose,
with just a tinge of yellow in the
throat. A lovely white. 10c each; \$1.00 per doz.

EARLY SUNRISE—Extra large flowers of salmon scarlet.
Line of cream through center of each petal. Produces fine
large bulbs. 15c each; \$1.50 per doz.

E. J. SHAYLOR—Fine large ruffled deep rose. Early tall,
and strong. Extra choice. 10c each; \$1.00 per doz.

ELORA—Fine early white. Dainty red feather in throat.
Flowers large and wide open. Originated by Luther Burbank.
(See cut, page 15). 15c each; \$1.50 per doz.; \$5.00 per 100.

ELSIE ROSE—Light mallow pink, striped with ruby, and a
creamy yellow throat. Many open at once. Rare. 35c
each; \$3.50. per doz.

ENERGY—Bright scarlet. Medium size flowers, but set
so closely, and so many open at once, that it's a regular torch.
15c each; \$1.50 per doz.

EPHEUS—Exquisite rose-pink, deeper at edges, rose and
white lined throat. 20c each; \$2.00 per doz.

EUGENE LEFEBRE—Large deep pink flowers, spotted
and dotted purple and cream. A showy variety from France.
25c each; \$2.50 per doz.



ELF

Only a Dollar to Spare?

All right! Exchange it for either Collection A or B (page 29)
or the Rainbow Collection (page 28).



EVELYN KIRTLAND

EVELYN KIRTLAND—Beautiful shade of rosy pink, with soft shell pink center and bright scarlet blotches on lower petals. One of the finest pinks. Visitors rave over it. Tall grower. Has taken many prizes at the shows. 10c each; \$1.00 per doz.; \$5.00 per 100.

EXQUISITE—American Beauty rose color. Rightly named, as it is an exquisite shade. 35c each; \$3.50 per doz.

FAIR COLUMBIAN—Fine large showy lilac-pink. Rare shade, attracting much attention. Tall, vigorous plant. 20c each; \$2.00 per doz.

FAIRFAX—Lilac-purple, spot of ruby in the throat. 15c each; \$1.50 per doz.

FAY LANPHIER—Large flowers of coral lustre, with cerise blending. A graceful spike which lends itself to artistic vase arrangement and decorative work. Altogether charming and lovely. 20c each; \$2.00 per doz.; \$10.00 per 100.

FERN KYLE—Very large cream white, with ruffled petals. Sold at a high price when first originated. Vigorous grower. 20c each; \$2.00 per doz.

FLORA—Canary yellow, with scarcely any markings. Flowers well placed, plant tall, and strong. Very good yellow. 15c each; \$1.50 per doz.

FREDA—Large wide open geranium pink. Cream lip with faint carmine markings in throat. Vigorous. Fine. 20c each; \$2.00 per doz.



GAIETY

GAIETY—Light scarlet, splashed deeper scarlet. White throat, penciled crimson-red. A gay looking fellow who attracts attention. 15c each; \$1.50 per doz.

GEN. JOFFRE—Holland variety. Large brilliant scarlet, darker stripe on lower petal. One of the best reds. 15c each; \$1.50 per doz.

GEN. PETAIN—Scarlet, with white stripe on lower petals. 20c each; \$2.00 per doz.

GERTRUDE ERREY—An Australian variety of great beauty. Bright pink at edge, shading to nearly white in the throat. Tall and straight and many flowers open at a time. 25c each; \$2.50 per doz.

GIANT NYMPH—Light rose-pink, with cream yellow throat. Large and tall. Very popular. One of the "must haves". (See cut). 10c each; 1.00 per doz.



GOLDEN MEASURE

GLORY OF KENNER-MERLAND—Medium height plant, bearing very large rose-pink flowers with yellow centers, often measuring 5 inches when in full bloom. 10c each; \$1.00 per doz.

GOLDEN MEASURE—The aristocrat of the yellows. Considered the very finest of its color. A standard to "measure" others by. Large pure yellow blossoms, with no markings. Originated in England and sold for high prices when first introduced. Grows tall and rank, and produces a fine big bulb. Very highly recommended. 10c each; \$1.00 per doz.

GOLIATH—A fine large reddish purple, or deep wine. Very dark. Robust grower. Choice and much admired. Should be in every collection, as there is no other just like it. 20c each; \$2.00 per doz.



GLENDALE

GLENDALE—Deep cyclamen-red, darker than American Beauty rose. Good keeper. **15c each; \$1.50 per doz.**

GOV. HANLEY—Rich cardinal red. Deeper red in throat. Early. This is about the earliest of the deep reds to bloom. **10c each; \$1.00 per doz.; \$5.00 per 100.**

GRETCHEN ZANG—Exquisite soft rose pink shading into salmon-scarlet. Tall and graceful. Very useful for decorative purposes. **10c each; \$1.00 per doz.; \$5.00 per 100.**

HALLEY—Large, well-opened flowers of bright salmon-pink. One of the earliest, and a popular sort. (See cut). **5c each; 50c per doz.; \$3.00 per 100.**

HELEN FRANKLIN—Pure white, with narrow violet throat markings. 6 to 10 good sized flowers open at once. An early-flowering ruffled variety of much promise. **5c each; 50c per doz.; \$3.00 per 100.** (See cut, page 33).

HERADA—Clear brilliant mauve; a wonderful new color. In demand by florists. **10c each; \$1.00 per doz.; \$5.00 per 100.**

Plant Glads five inches deep and where they will be in plenty of sunlight

ILLUMINATOR—Many large wide open flowers of deep carmine red on tall stately stems. A wonderful variety to stand hot weather. **25c each; \$2.50 per doz.**

IMMACULATE (L'Immaculee)—Pure white, without any blotch whatever. A gem for cutting because of its long slender erect spikes bearing many flowers open at one time. Seldom tints in the sun. Early. **10c each; \$1.00 per doz.**

IMMENSITY—Very large salmon. Tall, strong and many open. Choice. **25c each; \$2.50 per doz.**

INTENSITY (Scarlet Beauty)—Large bright scarlet, lower petals speckled with white. Wide open flowers. One of the best in this color. **10c each; \$1.00 per doz.**



GIANT NYMPH



IWA

IWA—Fine light rose-pink, with darker red blotch. Choice and handsome. **20c each; \$2.00 per doz.**

J. A. CARBONE—Glowing orange-salmon, with yellow center. Large well built spike and many open at once. From California. A fine variety. **25c each; \$2.50 per doz.**

JACK LONDON—Light salmon, striped with orange. Yellow throat striped with ruby. **10c each; \$1.00 per doz.**

JACOBA—Purple-violet, self color. Tall and strong. Something out of the ordinary. From Holland. **20c each; \$2.00 per doz.**

JEAN du TAILLES—Deep salmon, flaked deeper, with maroon blotch. Large flowered French variety. **25c each; \$2.50 per doz.**

JEWELL—Salmon pink with a clear golden yellow throat. A beautiful and dainty colored flower. **10c each; \$1.00 per doz.**

JOE COLEMAN—Bright red with carmine blotch. Many open at once. Good propagator. **10c each; \$1.00 per doz. \$5.00 per 100.**

JOERG'S WHITE—One of the largest and finest whites ever produced. A new robust growing exhibition variety which won the trophy at the New York Gladiolus Show. Seven blooms open at once in perfect formation. Pure glistening snow-white. Five petals in each flower show no other color whatsoever. The lower petal shades to a creamy yellow in the throat, with light crimson veinings. Six-inch flowers not uncommon. There will be a big demand for this valuable new exhibition white as soon as it becomes better known. Selected bulbs, **50c each; \$5.00 per doz.**

J. T. PIRIE—Here's an odd but pretty novelty. Mahogany brown with yellow bordered dark mahogany throat. Tall. **20c each; \$2.00 per doz.**

KOKOMO—Rich pomegranite purple. Large throat blotch of light yellow. An unusual shade. Prolific. **15c each; \$1.50 per doz.**

LA COURONNE—Cream flowers, with large maroon blotch. Another French production. **20c each; \$2.00 per doz.**

LAVENDER BRIDE—A new variety, hard to describe. Call it lavender gray-blue. About the largest flowered of the so-called "blues." If you want to "put one over" on your neighbor, get this one. Few have seen it yet. **50c each; \$5.00 per doz.**

LENA GRAETZ—A fine new imported variety. Flowers very large and almost pure white. (See cut on inside back cover). **15c each; \$1.50 per doz.**

LOELLA—A striking novelty. Smoky old rose, flaked smoky blue. Visitors to my field go wild over it. **25c each; \$2.50 per doz.**



JOERG'S WHITE

Pronounce Gladiolus With the Accent on the "o"



LE MARECHAL FOCH

LE MARECHAL FOCH—Beautiful shade of light pink. Enormous wide open flowers. Very early and a good grower. Very highly recommended. Prize winner. 5c each; 50c per doz.; \$3.00 per 100.

LONGFELLOW—Lovely LaFrance pink. Many wide open flowers on a tall stalk. Does not wilt in hot weather. One of the very finest pinks to date, and in great demand. 25c each; \$2.50 per doz..

LOS ANGELES—Shrimp-pink, tinted orange, with an orange-carmine throat. The favorite cut flower among the Hollywood motion picture stars. Usually several flower stalks from one bulb. (See cut.) 10c each; \$1.00 per doz.

LOUISE—Fine blue-lavender, with small touch of wine in throat. Wide open flowers. Like an orchid. Is in great demand. 10c each; \$1.00 per doz.

LUCETTE—Ivory white with dainty feather of phlox pink on lower petals. 10c each; \$1.00 per doz.

MADAME SULLY—Ivory-white, with an intensely bright small orange-red spot in the throat. A handsome and rare variety from France. 35c each; \$3.50 per doz.



LOS ANGELES

MARIETTA—Very large geranium pink, or light salmon, beautifully blended with light orange, lower petals shading to a bright burnt orange. Rich color combination. Tall, stately, and always admired. **15c each; \$1.50 per doz.**

MARSHAL FOCH—(Not the "Le Marechal Foch," which see). This is a splendid new Kundered variety which is capturing prizes at all the flower shows. A massive tall spike bearing very large ruffled flowers of finest salmon-pink. A gorgeous thing in garden or vase. **15c each; \$1.50 per doz.**

MARTHA WASHINGTON—Bright red flowers, with almost black blotches, like a Martha Washington geranium. Out of the ordinary. **20c each; \$2.00 per doz.**

MARY PICKFORD—Delicate creamy white. Throat finest soft sulphur yellow. Has won hundreds of prizes. (See cut, page 32). **10c each; \$1.00 per doz.; \$5.00 per 100.**

MATTHEW CRAWFORD—Large, ruffled creamy light pink. Rare. **15c each; \$1.50 per doz.**

MILDRED ADELINE—Large blooms of deep salmon-pink. Deeper center. Early. You will like this one. **20c each; \$2.00 per doz.**

MING TOY—Deep golden buff, or bronzy yellow. Tall plant. Multiplies fast. **10c each; \$1.00 per doz.**



ELORA

MISS SPOKANE—Handsome dark salmon, with darker throat. Vigorous strong growing plant. Large flowers. A splendid variety. **15c each; \$1.50 per doz.**

MONON—Rose-pink, flaked with darker pink; throat still darker. Large and tall. A fine variegated variety. **20c each; \$2.00 per doz.**

MORNING GLORY—A fine new yellow. Just a touch of scarlet in throat, but general effect is sulphur yellow. **15c each; \$1.50 per doz.**

MRS. DR. NORTON—One of the very finest. Creamy white, edges suffused with pink, soft creamy yellow in throat, speckled at base with Tyrian rose. Large flowers on tall graceful spike. Awarded highest honors wherever shown. Lovers of delicate colors are enraptured with this beauty. (See cut). **10c each; \$1.00 per doz.**

MRS. F. C. PETERS—An exquisite pink-lavender, or rose-lilac, with soft crimson blotch. Resembles a cattleya orchid in color. Tall, vigorous; many open at once. One of the most popular varieties ever produced. **15c each; \$1.50 per doz.**



MRS. F. KING



1910 ROSE

MRS. FRANCIS KING—Very large flame-scarlet, or orange-pink flowers on an extremely long spike. This has become the most popular and effective variety for window, store and hotel decorations, on account of the vivid coloring. Inexpensive, but a good one. (See cut) 5c each; 50c per doz.; \$3.00 per 100.

MRS. FRANK PENDLETON—One of the very finest Light pink (sometimes nearly white) with a giant blotch of the richest carmine-red in the throat. Wide open large flower. Tall, strong grower and long, well-filled spike. No grander variety in existence. Has been awarded many prizes. (See cut). 10c each; 75c per doz.; \$4.00 per 100.

MRS. H. E. BOTHIN—Flesh salmon pink, with flame scarlet center. A very handsome combination. Ruffled. One you can't help admiring. 10c each; \$1.00 per doz.

MRS. J. K. ARMSBY—Coral pink. Throat cream, speckled with ruby. Many large flowers open at once. 20c each; \$2.00 per doz.

MRS. J. R. WALSH—Large ruffled flesh-pink, with flame-red blotch covering nearly whole of three lower petals. Fine long spike. A magnificent variety. (See cut). 20c each; \$2.00 per doz.

MRS. LEON DOUGLAS—The giant of the Gladiolus race! Begonia-rose, striped with flame and scarlet; throat slightly speckled with ruby. Several immense blooms open at once on a long flower-spike. About the tallest and largest gladiolus in existence today, and very much in demand. 15c each; \$1.50 per doz.



MRS. JOHN R. WALSH

MRS. MOULTON—Large dark crimson, splashed deeper in throat. A gorgeous flower. 15c each; \$1.50 per doz.

MRS. WATT—Handsome deep brilliant wine color. A rare shade, distinct from all others. Strong straight grower and extra good bulbs. 10c each; \$1.00 per doz.

MRS. WILLARD RICHARDSON—Large flowers of deep crimson, with maroon centers. Tall, straight and fine. 15c each; \$1.50 per doz.

MURIEL—One of the best light blues yet produced. Darker violet blotch on lower petals. 15c each; \$1.50 per doz.

NANCY HANKS—Large apricot flowers, shading to orange, pink and yellow. Especially good. 20c each; \$2.00 per doz.

NEGERFURST—Very dark velvety red, flaked with black spots, and touched with white and lilac rose. An odd but beautiful color. Extremely long spikes. 20c each; \$2.00 per doz.

NIAGARA—Light creamy yellow, more or less splashed with pink. Large open flowers on strong spike. Good keeper after cutting. 10c each; \$1.00 per doz.; \$5.00 per 100.



VISITORS DRIVING THROUGH THE FIELDS

ODIN—New. Large perfectly formed flowers of salmon pink. Small carmine blotch. **10c each; \$1.00 per doz.**

OLD GLORY—(Frosty Morning) Dark mahogany red, with fine hair lines of white, so that the flower appears to be beautifully frosted. A rare and odd variety. **25c each; \$2.50 per doz.**

OPALESCENT—Wonderful large spikes of delicate rose lavender. A pure self color with soft lilac lines in throat. A valuable variety. **15c each; \$1.50 per doz.**

ORANGE FLAME—Wonderful glowing vermillion-orange blooms. Large and nicely ruffled. A prize winner. **25c each; \$2.50 per doz.**

ORANGE PRINCE—Orange yellow, flaked deeper orange. Out of the ordinary. Looks like a rare lily. A pretty and attractive coloring. One of the best sellers to visitors in our field. Straight stems. Fine for cutting. Don't miss this one! **10c each; \$1.00 per doz.; \$4.00 per 100.**



A PORTION OF ONE OF MY FIELDS SHOWING THE RANK GROWTH OF STALKS



SOME YOUNG STOCK, NOT YET ALL IN BLOOM

ORANGE QUEEN—Medium size flowers of delicate and beautiful copper orange yellow. Fine for basket work. **15c**; **\$1.50 per doz.**

PANAMA—Magnificent large pink. Blooms wax-like and wide open. A favorite with florists. **5c each; 50c per doz.; \$3.00 per 100.**

PEACE—A grand white flower, very large, with a delicate lilac feathering on lower petals. Tall, strong, hardy grower. Blooms later than most, so plant early. **10c each; 1.00 per doz.; \$4.00 per 100.**

POLA NEGRI—Apricot; yellow lip, shading to rose and salmon on outer edges. A lovely color combination. Increases fast. **15c each; \$1.50 per doz.**

POLLYANNA—Clear golden yellow. Flowers of medium size, with waved petals, and many open at once. **15c each; \$1.50 per doz.**



ONE OF MY FIELDS, SHOWING THE VARIETY "ELORA"
IN THE CENTER



PINK WONDER

PINK WONDER—This is a wonderful *Gladiolus*, and the largest light pink. Flowers often measure 6 1-2 inches across. The color is light pink, yellow shading at base of lower petals, overlaid with rose feathering. Said to grow very tall on some soils. While I do not get the height of stalk that some claim, I certainly get very large individual flowers from this variety. Petals are wide open as you see by the cut. A good one to raise for the shows. 10c each; \$1.00 per doz. \$5.00 per 100

PRIDE OF WANAKAH—Here's a perfect beauty! Big handsome lavender-rose, shading to a deeper rose in the throat. Tall and strikingly showy. 25c each; \$2.50 per doz.

PRINCE OF INDIA—A most remarkable combination of colors, and a variety of the greatest oddity. Light to deep smoky gray and brown, petals zoned and penciled with dark slaty blue mottled with white. Visitors to my fields are captivated by its fantastic coloring. 35c each; \$3.50 per doz.

PRINCE OF WALES—The very choicest of all salmon varieties. Excellent for decorating, and much in demand. Early. A beauty, and a winner. Don't overlook it. 10c each; \$1.00 per doz.; \$5.00 per 100.

PRINCIPINE—Bright scarlet with conspicuous white throat. 10c each; \$1.00 per doz.; \$5.00 per 100.

PURPLE GLORY—The giant of the ruffled race! Deepest velvety dark maroon red, with almost black blotches. A royal flower. 15c each; \$1.50 per doz.

PYTHIA—A mammoth red, blotched carmine. Tall and showy. 20c each; \$2.00 per doz.

Plant Glads and Make It A Glad Summer

What delight can equal rising early on a sunny August morning, hastening out into the "Glad Patch" and finding "that new one" with its first flower opened wide and displaying its radiant loveliness to your delighted eyes. This joy may be yours.

Grow Gillet's Glorious Gladiolus



PURPLE GLORY

REAH—Rich mallow purple, shading to mallow-pink in the center. Deep, velvety almost black throat. A striking novelty. 50c each; \$5.00 per doz.

RED CANNA—Bright crimson. Large flowers on tall stalks. Good multiplier. 10c each; \$1.00 per doz.

RED EMPEROR—(Dominion) Rich dark scarlet, of immense size. Tall, strong spike; wide open flowers of royal appearance. Early blooming. 25c each; \$2.50 per doz.

RED KNIGHT—Rich deep mahogany red. Fine self color. If you admire dark ones, try this. 20c each; \$2.00 per doz.

RICHARD DIENER—One of the very finest glads. Geranium pink, slightly sprinkled ruby on a creamy yellow center. Nearly all open at once. Especially recommended. 15c each; \$1.50 per doz.

ROANOKE—Yellow with fine red line. Hooded type. 5c each; 50c per doz.; \$3.00 per 100.



MRS. FRANK PENDLETON

ROMANCE—Salmon rose, bordered wine blue. Red and yellow throat. A novelty. 10c each; \$1.00 per doz.

1910 ROSE—Pure rose pink of fine shade. Narrow white central line on lower petals. Large flowers. Extra early. (See cut). 10c each; \$1.00 per doz.; \$5.00 per 100.

ROSALIND—Dark analine red, with throat more intense. Lovely and very popular. 20c each; \$2.00 per doz.

ROSE ASH—One of the odd colored ones. Smoky rose, with light yellow throat speckled with ruby. Tall and strong. Prolific. 10c each; \$1.00 per doz.

ROSE GLORY—Very large and beautifully ruffled rose pink, deeper in throat. 10c each; \$1.00 per doz.

RUBINI—Wide open, large orange-scarlet, with clear white eye. 20c each; \$2.00 per doz.

SALMON BEAUTY—Large flowered hybrid. Deep salmon, with rich salmon yellow throat. This is a beautiful variety. 10c each; \$1.00 per doz.



SCARLET PRINCEPS

SCARLANO—Bright orange scarlet, with darker markings. Fine ruffled. Early and tall. High class. 10c each; \$1.00 per doz.; \$5.00 per 100.

SCARLET PRINCEPS—Clear scarlet red. Large, lovely wide open flowers, well placed and many open at once. Fine and very popular. (Same as Virginia). 10c each; \$1.00 per doz.; \$5.00 per 100.

SCARLET WONDER—Rich, glowing scarlet-red. One of the very largest flowered reds to date, and a dandy. 15c each; \$1.50 per doz.

SCHWABEN—Clear canary yellow, shading to sulphur yellow, with a touch of red in the throat. Tall, vigorous grower. Large flowers. 10c each; \$1.00 per doz.; \$5.00 per 100.

SHEILA—Large light salmon. Very early. 15c each; \$1.50 per doz.

SIDNEY PLUMMER—Large blossoms of soft cream yellow suffused with delicate pink. Blooms well placed, slightly ruffled, and many open at once. 15c each; \$1.50 per doz.

SOUVENIR—A pure deep yellow Primulinus. The finest hooded yellow. 10c each; \$1.00 per doz.

SPLENDORRA—Splendid, very dark wine-black. An unusual color, and a fine rich distinct sort. Ruffled. 15c each \$1.50 per doz.

STARLIGHT—Strong spikes of ruffled cream yellow flowers. Fine lines in throat. Very prolific. 20c each; \$2.00 per doz.

Don't miss Lavender Bride (page 12).

100 Bulbs can be Planted in a Bed 4 by 6 Feet



SIDNEY PLUMMER

SULPHUR GLOW—Light sulphur yellow, intensely ruffled. Flowers of good size and sturdy spike. **25c each; \$2.50 per doz.**

SWEET LAVENDER—Light lavender, deeper in throat. Purple blotch. Particularly valuable for its extreme earliness. **10c each; \$1.00 per doz.**

TARO—Handsome deep rose-pink, or cerise. Large, strong, and a very attractive variety. **15c each; \$1.50 per doz.**

THEEDA—Shrimp pink, shading to light yellow in throat, with pansy violet lines on lower petals. Early **10c each; \$1.00 per doz.**

THISTLE—Large open rose-red flowers, with pretty pansy-like throat markings. Choice. **15c each; \$1.50 per doz.**

THOMAS T. KENT—Large shell pink, with crimson feather. Many florets open at a time. **15c each; \$1.50 per doz.**

TWILIGHT—Blushed creamy buff, with throat of blended pink and yellow. Ruffled. Beautiful pastel effect. (See cut, page 36). **10c each; \$1.00 per doz.**

TYCKO ZANG—Brilliant salmon-pink, with white throat faintly dotted with cerise. Blossoms often 5 inches across. **15c each; \$1.50 per doz.**

TYRIAN BEAUTY—Shade like a dark "American Beauty" rose color. Very handsome. **15c each; \$1.50 per doz.**

UHLAN CHIEF—Most intense brilliant vermillion scarlet. Deeper on lower petals, with beautiful dark feather. A very fine red. **20c each; \$2.00 per doz.**

VENUS—Delicate creamy white, slightly flushed with pink, and just a hint of yellow in the throat. Beautiful combination of delicate colors. Early. **15c each; \$1.50 per doz.**

Exhibit Gladiolus at Your Local Fair



VANITY GROWING SIX FEET TALL

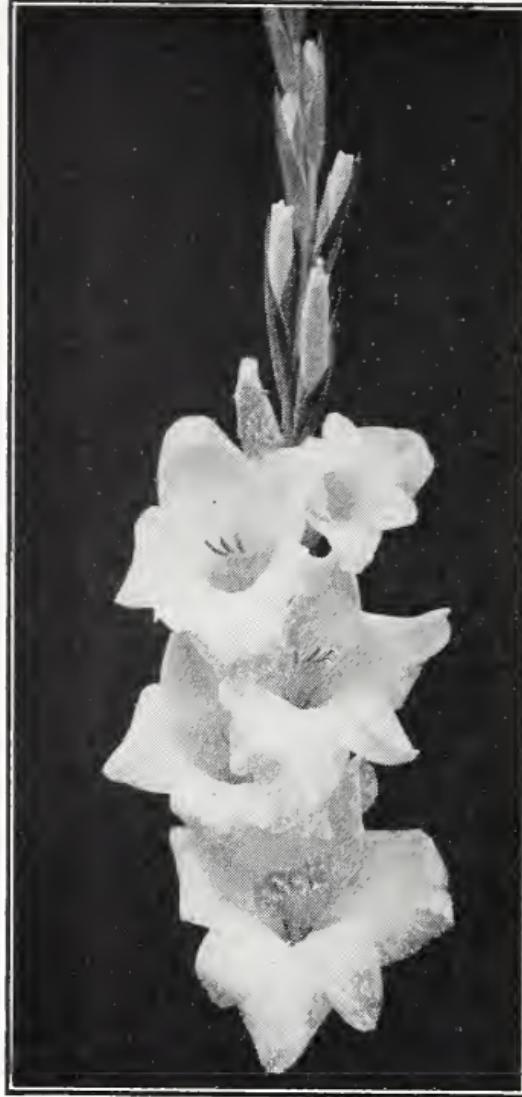
VANITY—La France pink, flushed over cream ground. Large flowers of graceful type. Unusually tall grower. (See cut). 15c each; \$1.50 per doz.

VESTA TILLY—Large firm flowers of delicate blush pink, with small violet blotch. Imported. 15c each; \$1.50 per doz.

VIRGINIA HALE—Cream white, suffused peach red. Throat light primrose yellow. A very refined and beautiful variety resembling Mrs. Dr. Norton but warmer tints. Exquisite. 25c each; \$2.50 per doz.

WAR—Deep brilliant red. Strong grower, with large wide open flowers. Sold a few years ago at \$1.00 per bulb. 10c each; \$1.00 per doz.

Not Less Than 6 of One Kind at the Dozen Rate



WHITE WONDER

WHITE WONDER

—Pure white. Wide open flowers, often measuring over $\frac{3}{4}$ five inches across. Five and six open at once. A new and valuable addition to the whites. (See cut). 10c each; \$1.00 per doz.

WILBRINK—A sport of Halley, which it resembles except in color which is flesh pink, a very different shade from Halley. Very early and therefore in great demand for cutting. 5c each; 50c per doz.; \$3.00 per 100.

WILLIAM G. BADGER—Large light salmon-rose. Throat cream, dotted with ruby. Very showy, as nearly all flowers open at once. 20c each; \$2.00 per doz.

YOUELL'S FAVORITE—Large ruffled rosy lavender. Blooms late. 15c each; \$1.50 per doz.

YVONNE—Although the last one in the catalog, this is one of the very finest in the entire list. Wonderful large flowers of blush white, with small rose blotch. Tall plant and early blooming. A winner! 25c each; \$2.50 per doz.

Don't hesitate to order a list of single bulbs if you wish. We fill hundreds of just such lists.

Good Garden Labels

may be made by planing lath to a smooth surface, cutting them into one-foot lengths, and sharpening. Dip the sharpened ends into wood preserver, paint the upper half white, and when dry paint the name on with a small camel's-hair artists brush, using black paint. Be careful not to let the paint lap on the wood preserver as wood preserver dissolves paint. Such labels will last for a number of years.

The Road to Happiness—A Garden of Glads



YOUELL'S FAVORITE

OYAMA PLANT FOOD

A WONDERFUL JAPANESE DISCOVERY

MAKES PLANTS THRIVE

By using OYAMA on house plants it will keep them in bloom all winter and as green and luxuriant as if grown outdoors in the summer. IT WILL MAKE YOUR FLOWER AND VEGETABLE GARDEN WONDERFULLY PRODUCTIVE and the envy of your neighbors.

It makes no difference how healthy or delicate your plants may be, OYAMA WILL BRING OUT NEW FLOWERS AND FOLIAGE and cause a marvelous transformation.

Contains no bone, fish scraps or manure.

FOOD FOR PLANTS - FLOWERS - VEGETABLES CLEAN - ODORLESS - SAFE TO USE

OYAMA is fine for all kinds of plants, ferns, shrubs, roses, bulbs, lawns, berries, fruits and flowers. Gives seedlings a wonderful start and PRODUCES EARLY VEGETABLES.

OYAMA contains 17% nitrogen. It keeps the soil rich but odorless. Highly concentrated, easily applied and economical to use. NEVER FAILS TO PRODUCE WONDERFUL RESULTS.

Full directions with every package.

PRICE

House Plant Size, makes 6 gallons.....	\$.30
Garden Size, " 32 "	1.10

ABOVE PRICES ARE POSTPAID

A SPECIAL OFFER

particularly to those who have never grown the Gladiolus: In order to get you acquainted with this beautiful flower, I will make up a special assortment of 30 bulbs, one bulb each of 30 different named kinds, blooming size, not labeled, for \$1.00 postpaid. Would sell for several times the dollar if all separately labeled.

This assortment will have a wide range of colors, and will surely please not only amateurs, but regular growers as well who may order it if they wish. Easy directions for culture included free. Ask for the "Rainbow Collection."

SIX RAINBOW COLLECTIONS FOR \$5.00 POSTPAID

You can get one free: Just get five of your neighbors to order a Rainbow Collection apiece, and we will send them direct (if you furnish the names and addresses) and will also send you one free of charge for your trouble. Write plainly.



LIBERTY MIXTURE

Highly assorted kinds and colors. Good bulbs sure to bloom. An inexpensive mixture, but excellent value for the price, as there are many fine named varieties in the lot. 50 for \$1.75 postpaid; \$3.00 per 100; \$25.00 per 1000, F.O.B.

Have A Hobby! Grow Some Glads!

GILLET'S GLADIOLUS COLLECTIONS

These offers afford a handy way of ordering where one wishes to obtain a bulb or two of a number of varieties. They have been selected with care, and with an idea to obtain a wide range of colors.

I have sold thousands of these collections, and they are proving very popular indeed. Also they save you money.

Each variety in a separate bag and labeled.

When ordering, just give the letter

COLLECTION "A"

2 America, lavender-pink.....	\$.10
2 Helen Franklin, white.....	.10
2 Halley, salmon-pink.....	.10
2 Wilbrink, flesh.....	.10
2 Joe Coleman, red.....	.20
2 Mrs. F. King, flame color.....	.10
2 Roanoke, yellow.....	.10
2 Principine, scarlet.....	.20
2 Mrs. Pendleton, blotched.....	.20
2 1910 Rose, rose-pink.....	.20
<hr/>	
20	Retail value \$1.40

Special price, labeled and postpaid, \$1.00

COLLECTION "B"

1 Schwaben, yellow.....	\$.10
1 Goliath, purple.....	.20
1 Mrs. Watt, wine.....	.10
1 Peace, white.....	.10
1 Prince of Wales, salmon.....	.10
1 Chateau Thierry, orange-red10
1 Niagara, light yellow.....	.10
1 Le Marechal Foch, big light pink.....	.05
1 Panama, pink.....	.05
1 Rosalind, rose.....	.20
1 Gov. Hanley, cardinal.....	.10
1 Orange Prince.....	.10
<hr/>	
12	Retail value, \$1.30

Special price, labeled and postpaid, \$1.00

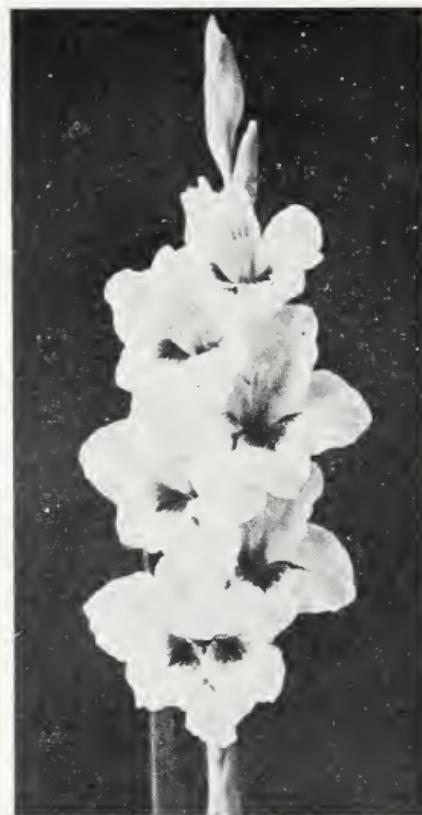
COLLECTION "C"

1 Ali, blue.....	.15
1 Sweet Lavender, blotched.....	.10
1 Mrs. Moulton, crimson-wine.....	.15
1 Tyrian Beauty, dark.....	.15
1 Scarlet Princeps.....	.10
1 Arizona, pink10
1 Elora, white.....	.15
1 Cap't Fryat, carmine.....	.15
1 Splendorra, wine-black.....	.15
1 Alice Tiplady, orange.....	.10
1 Carmen Sylva, white.....	.10
1 Intensity, scarlet.....	.10
<hr/>	
12	Retail value, \$1.50

Special price, labeled and postpaid, \$1.25



HALLEY



MRS. H. E. BOTHIN

COLLECTION "D"

1 Twilight, cream and pink.....	\$.10
1 Diana, cardinal-red.....	.10
1 Evelyn Kirtland, pink.....	.10
1 Lucette, white.....	.10
1 Herada, mauve.....	.10
1 Gretchen Zang, pink.....	.10
1 Dutchess of York, blue.....	.15
1 Jack London, orange.....	.10
1 Butterboy, yellow.....	.10
1 Lena Graetz, white.....	.15
1 Epheus, rose-pink.....	.20
1 Gen. Joffre, scarlet.....	.15
1 Rose Glory, pink.....	.10
1 War, dark red.....	.10
1 E. J. Shaylor, rose.....	.10

15

Retail value, \$1.75

Special price, labeled and postpaid, \$1.50**COLLECTION "E"**

1 A. B. Kunderd, cream and pink.....	\$.15
1 Anna Eberius, lavender-purple.....	.10
1 Sidney Plummer, yellow.....	.15
1 Dr. Van Fleet, pink.....	.10
1 Los Angeles, light pink.....	.10
1 Opalescent, rose-lavender.....	.15
1 Pythia, big red.....	.20
1 Sheila, salmon.....	.15
1 Vesta Tilly, blush pink.....	.15
1 Youell's Favorite, rosy-lavender.....	.15

10

Retail price, \$1.40

Special price, labeled and post paid, \$1.00

Note: The above five collections, A, B, C, D, and E do not duplicate each other, and have a retail value of \$7.35. All five collections sent postpaid for \$5.00. This offer is a bargain, and would make a beautiful display in your garden.

COLLECTION "F"

This is an extra fine collection and one you will be proud to show your friends.

1 Break o' Day, pink.....	\$.20
1 Early Sunrise, big sunrise-red.....	.15
1 Golden Measure, tall yellow.....	.10
1 Anna Eberius, rose-purple.....	.10
1 Crimson Glow, rich crimson.....	.10
1 Salmon Beauty, salmon-yellow.....	.10
1 Purple Glory, rich dark maroon.....	.15
1 Pink Wonder, large light pink.....	.10
1 Catherina, light gray blue.....	.20
1 Scarlano, fine scarlet.....	.10
1 White Wonder, white.....	.10
1 Gaiety, splashed red.....	.15
1 Rose Ash, unusual novelty.....	.10
1 Louise, orchid lavender.....	.10
1 Mrs. Bothin, pink, scarlet blotch.....	.10
1 Chris, mahogany.....	.20
1 Odin, salmon-pink.....	.10
1 Romance, odd.....	.10
1 Mary Pickford, white, yellow throat.....	.10
1 Rubini, orange-scarlet.....	.20

20	Retail value,	\$2.55
	Special price, labeled, postpaid,	\$2.25

COLLECTION "G"

1 Capt. Boynton, lavender.....	\$.15
1 Catherine Coleman, rose.....	.35
1 Dr. Bennett, scarlet.....	.25
1 Eugene Lefebre, pink.....	.25
1 Jacoba, violet.....	.20
1 Longfellow, pink.....	.25
1 Miss Spokane, salmon.....	.15
1 Dr. Nelson Shook, wine red.....	.35
1 Venus, tinted white.....	.15
1 Yvonne, blush white, blotch.....	.25

10	Retail value,	\$2.35
	Special price, labeled, postpaid,	\$2.00

COLLECTION "K"—Ruffled

1 A. B. Kunderd, cream and pink.....	\$.15
1 E. J. Shaylor, rose.....	.10
1 Dorothy McKibbin, apple blossom.....	.15
1 Rosalind, red.....	.20
1 Helen Franklin, white.....	.05
1 Mrs. J. R. Walsh, flesh, blotched.....	.20
1 Mrs. H. E. Bothin, salmon pink.....	.10
1 Purple Glory, maroon.....	.15
1 Rose Glory, rose pink.....	.10
1 Scarlano, scarlet.....	.10
1 Sulphur Glow, light yellow.....	.25
1 Twilight, creamy buff.....	.10

12	Retail value,	\$1.65
	Special price, labeled, postpaid,	\$1.35

Join the "Gladiolus Enthusiasts"

They are the Happiest People on Earth!



MARY PICKFORD

COLLECTION "J"

1	Giant Nymph, large light rose-pink	\$.10
1	A. B. Kunderd, ruffled cream, red feather.....	.15
1	Buckeye, big blotched.....	.20
1	Freda, geranium pink.....	.20
1	Acme, variegated pink.....	.35
1	Orange Flame, red25
1	Pola Negri, apricot and yellow.....	.15
1	Eugene Lefebre, deep pink.....	.25
1	Mrs. J. R. Walsh, beautiful blotched.....	.20
1	J. A. Carbone, fine orange-salmon.....	.15
1	Virginia Hale, exquisite pastel shades.....	.20
1	Mrs. Leon Douglas, giant begonia-rose.....	.15
1	Marietta, light salmon.....	.15
1	Taro, handsome dark cerise15
14	Retail value,	\$2.65

Special price, labeled, postpaid, \$2.35

Get this new collection, and be the envy of your neighbors!

COLLECTION "P"—Pinks

1	Evelyn Kirtland.....	\$.10
1	Gretchen Zang10
1	Epheus.....	.20
1	Le Marechal Foch05
1	Mrs. Frank Pendleton.....	.10
1	Mrs. Dr. Norton.....	.10
1	Pink Wonder.....	.10
1	Prince of Wales.....	.10
1	Wilbrink.....	.05
1	1910 Rose.....	.10
1	E. J. Shaylor.....	.10
1	Mrs. H. E. Bothin.....	.10
12	Retail value,	\$1.20

Special price, labeled, postpaid, \$1.00

COLLECTION "R"—Reds

One bulb each; Crimson Glow, Diana, Gaiety, Gen. Joffre, Capt. Fryat, Gov. Hanley, Intensity, Joe Coleman, Principe, Red Canna, Scarlano, and War. Retail value \$1.35.

Special price, labeled and postpaid, \$1.00

COLLECTION "V"—Blues, etc.

One bulb each; Ali, Baron Hulot, Catherina, Conspicuous, Herada, Louise, Dutchess of York, Capt. Boynton, and Muriel. Retail value \$1.35.

Special price, labeled and postpaid, \$1.00

COLLECTION "Y"—Yellows

One bulb each: Alice Tiplady, Ming Toy, Flora, Sidney Plummer, Golden Measure, Niagara, Schwaben, Butterboy, Souvenir, Orange Prince, Roanoke, and Morning Glory. Retail value \$1.30.

Special price, labeled and postpaid, \$1.00

COLLECTION "H"—Very Darks

One bulb each: Chris, Red Knight, Goliath, Glendale, Mrs. Moulton, Mrs. Watt, Purple Glory, and Splendorra. Retail value \$1.30.

Special price, labeled and postpaid, \$1.00

COLLECTION "O"—Odd Colors

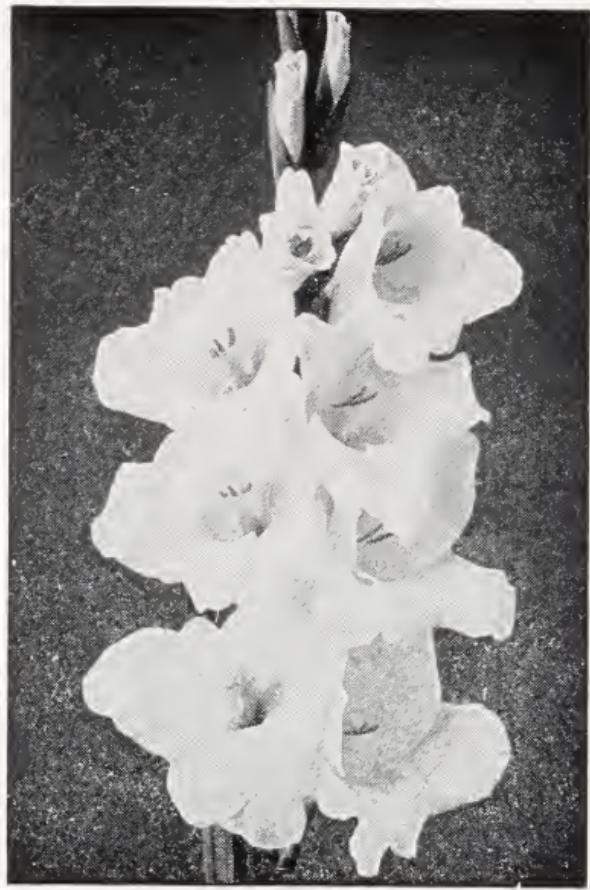
1 Adriatic.....	\$.15
1 Bengal Tiger.....	.15
1 Monon.....	.20
1 Gaiety.....	.15
1 Loella.....	.25
1 Prince of India.....	.35
1 Romance.....	.10
1 Rose Ash.....	.10
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8	Retail value, \$1.45

Special price, labeled, postpaid, \$1.25

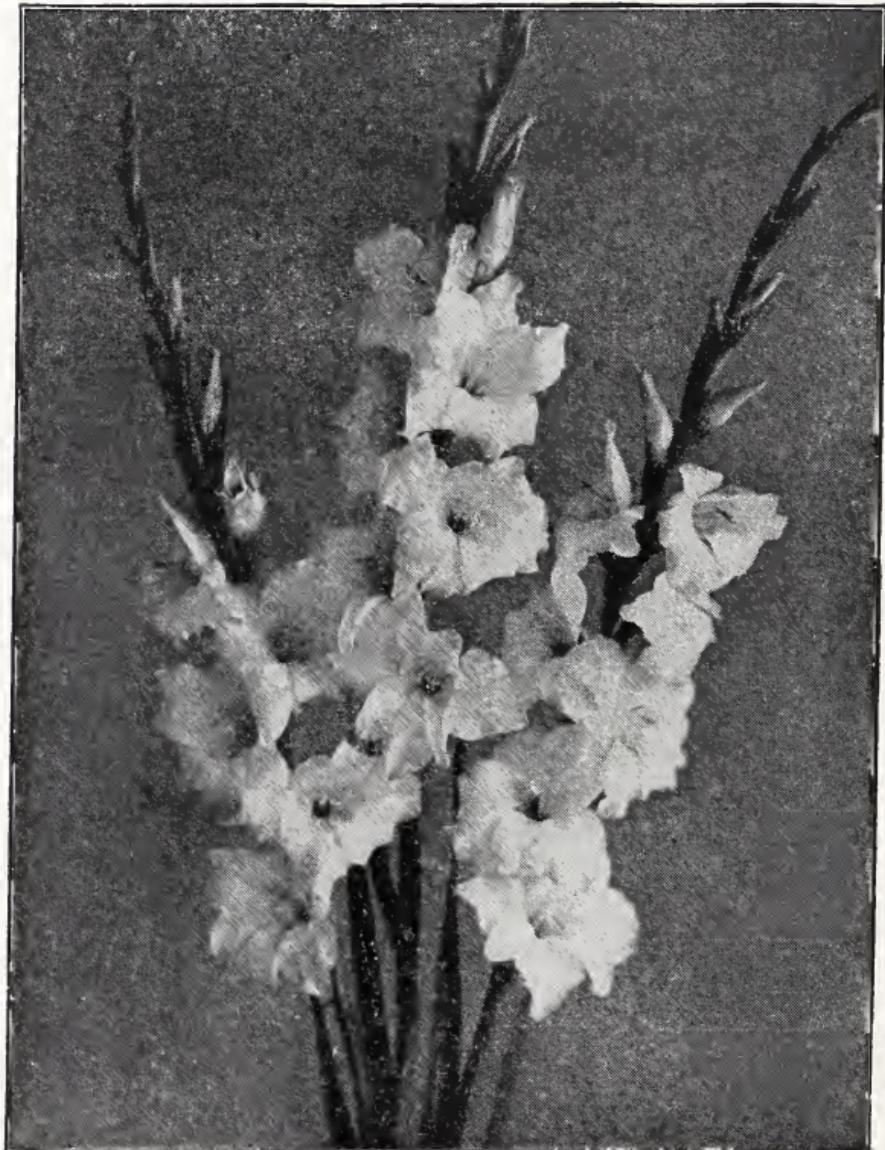
COLLECTION "W"—Whites

1 Fern Kyle	\$.20
1 Carmen Sylva.....	.10
1 Early Snowflake....	.10
1 Elora15
1 Helen Franklin.....	.05
1 Elf10
1 Immaculate.....	.10
1 Lena Graetz.....	.15
1 Peace10
1 White Wonder.....	.10
1 Lucette10
1 Mary Pickford.....	.10
<hr/>	
12	Retail value, \$1.35

Special price, labeled, postpaid, \$1.00



EUROPA
A FINE PURE WHITE, 20c EACH.



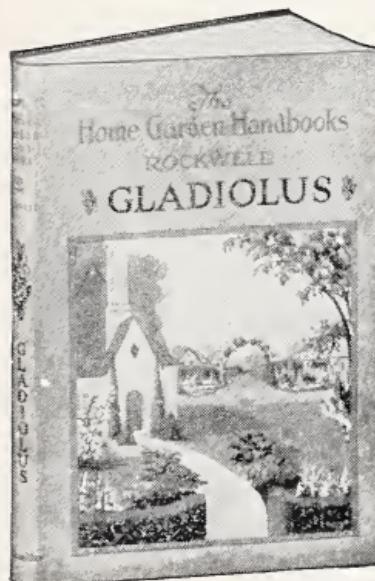
MRS. DR. NORTON
BEAUTIFUL BLENDING OF DELICATE COLORS

MY CATALOG FOR 1931

will be mailed between Jan. 15 and Feb. 15, 1931 to all customers who have ordered of me within the last two years. Those who have not ordered recently may have a copy for the asking if you will just let me know you are still interested.

CATALOGS FOR YOUR FRIENDS

If you have friends and neighbors who grow, or intend to grow, Gladiolus, I will be very glad to mail them my catalog. Your name will not be mentioned unless you request it. Write names and addresses plainly, please.



Rockwell's "GLADIOLUS"

You Need This Book!

How to plant, cultivate, harvest, and store your bulbs. Types and varieties. Increasing the stock. Creating new kinds. Growing for exhibition. Making money with bulbs and flowers. Price only \$1.00, postpaid.

Sent free as a premium with an order for \$10. worth of bulbs from this catalog at single or dozen rates, if asked for at time of ordering.

USE COUPON BELOW

TEAR OUT HERE

Coupon for Premium Book

This Coupon will be accepted in return for one cloth-bound copy of Rockwell's "GLADIOLUS", when accompanied by an order for \$10.00 worth, or more, of bulbs from this catalog at single or dozen rates. (Items at 100 rates cannot be counted in). Book to be sent at once, postpaid, to address below:

Name

Town

St. or R. F. D.

State

THIS OFFER EXPIRES JUNE 1, 1930

Howard M. Gillet, *Gladiolus Specialist*
NEW LEBANON, N. Y.



THE CROWD AT THE FLOWER BOOTH

VISITORS WELCOME AT BLOOMING TIME

The Gladiolus Fields are in bloom from August 1st to the late September frosts. New Lebanon is located in the beautiful Lebanon Valley on a fine concrete road, near the N. Y.-Mass. state line, 10 miles west of Pittsfield, Mass. and 25 miles south east of Albany, N. Y. Leave the concrete at Ward's Store, New Lebanon, and proceed north one short mile on an improved road (West St.) The last two weeks in August and the first week in September is the height of the blooming season. Exquisite blooms from choice varieties may be had for only 50c per doz.



TWILIGHT

THE GLADIOLUS

Gladiolus! Wond'rous color sprays,
Gorgeous as the clouds in sunset's rays;
Endowed with charming form and dainty
grace,
Spires of beauty towering into space;
Floreat clusters; guarding swords of green
Crown you Nature's wonder and proclaim
you Queen—*Stanley Thorpe*

**You will become intensely interested if
you grow Gillet's Glorious Gladiolus**



LENA GRAETZ

There is a fascination in growing these flowers of unrivaled loveliness.

The sword-like foliage; the tall, upright stems clothed with flowers of exquisite beauty; the great variety of magnificent colors; the ease of culture; the sureness of bloom; and the lasting quality when cut—all combine to make the Gladiolus one of our most popular flowers.

**No Home Without a Garden—
No Garden Without Glads !**

MY SPECIALTIES



JOERG'S WHITE

JOERG'S WHITE—A big robust exhibition white. Flowers six inches across. (See page 12). **50c each.**

CHOCOLATE QUEEN—The new brown-red novelty which attracted all our field visitors last summer. A sensation. (See page 5). **50c each**

LAVENDER BRIDE—New smoky lavender gray-blue. Tall and vigorous. Some others getting \$1 and \$1.25 for it this year. I am headquarters for this novelty, hence the low price: **50c each**. (See page 12).

“Back Cover” offer: one bulb of each of the above, and in addition a bulb of another fine novelty, Loella, with tiger-like markings, for **\$1.50 postpaid**.

HOWARD M. GILLET

NEW LEBANON, N. Y.